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2009-05-01

Collaborate to Achieve New Product Development Success

Michael Schwind

<http://hdl.handle.net/10945/33443>



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Collaboration

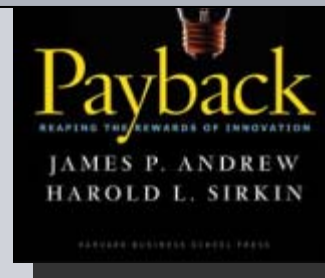
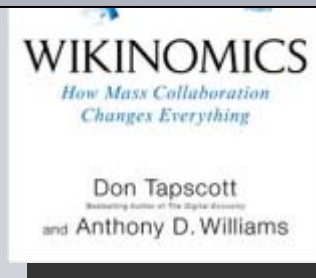
TEAMCENTER



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Siemens PLM Software

Collaborate to Achieve New Product Development Success

6th Annual Acquisition Research Symposium *Defense Acquisition in Transition*



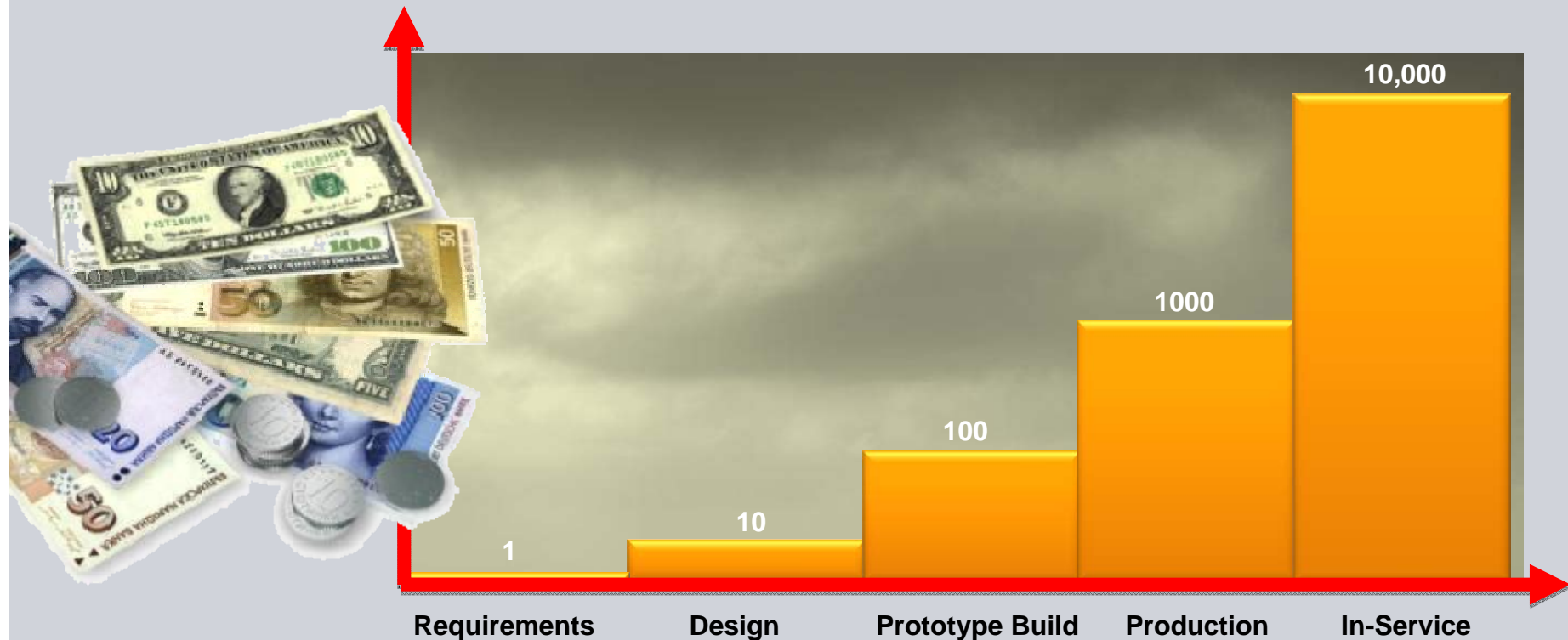
“Collaboration is the emerging innovation engine of business and only by breaking down the walls of their organizations to partner with other firms can companies move quickly enough to take advantage of today's fast-moving market opportunities” The Jericho Principle

Collaboration Progression

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<u>Ad-Hoc / Transactional</u>		<u>Structured / Role Based / Relational</u>	
Meeting Telephone	Email	Chat	Knowledge Mgmt
	Shared Folders	Instant Messaging	Document Mgmt
	Discussion Threads	Video	Workflow
	Information Portals	Team Rooms	Change Mgmt
	Electronic Workspaces	Team Calendars	Relationship Mgmt
		App. Sharing	Configuration Mgmt
		Document Mgmt	Project Mgmt
Connect	Exchange	Electronic Routing	Requirements Mgmt
		Product Design Conferencing	Product Data Mgmt
		Enterprise Integration	
		Interact	Manage

Prevent Problems from Arising



The cost of a design change rises by a multiple of 10 when the change is made in a development stage that is progressively later than the design stage....

How Do We Leverage The Innovation From the Global Repository of Information



...3,000 new users every 5 minutes...

WORLD INTERNET USAGE AND POPULATION STATISTICS

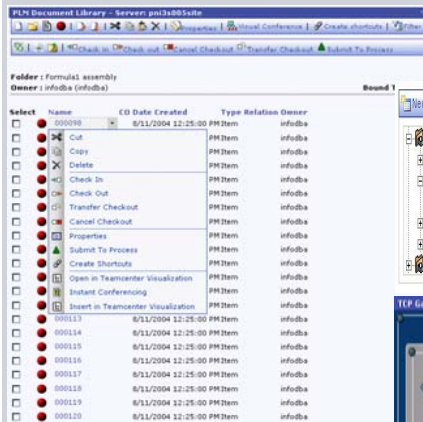
World Regions	Population (2008 Est.)	Internet Users Dec. 31, 2000	Internet Users Latest Data	Penetration (% Population)	Users Growth 2000-2008	Users % of Table
<u>Africa</u>	975,330,899	4,514,400	54,171,500	5.6 %	1,100.0 %	3.4 %
<u>Asia</u>	3,780,819,792	114,304,000	657,170,816	17.4 %	474.9 %	41.2 %
<u>Europe</u>	803,903,540	105,096,093	393,373,398	48.9 %	274.3 %	24.6 %
<u>Middle East</u>	196,767,614	3,284,800	45,861,346	23.3 %	1,296.2 %	2.9 %
<u>North America</u>	337,572,949	108,096,800	251,290,489	74.4 %	132.5 %	15.7 %
<u>Latin America/Caribbean</u>	581,249,892	18,068,919	173,619,140	29.9 %	860.9 %	10.9 %
<u>Oceania / Australia</u>	34,384,384	7,620,480	20,783,419	60.4 %	172.7 %	1.3 %
WORLD TOTAL	6,710,029,070	360,985,492	1,596,270,108	23.8 %	342.2 %	100.0 %

...Knowledge has to be improved, challenged, and increased constantly, or it vanishes - Peter F. Drucker

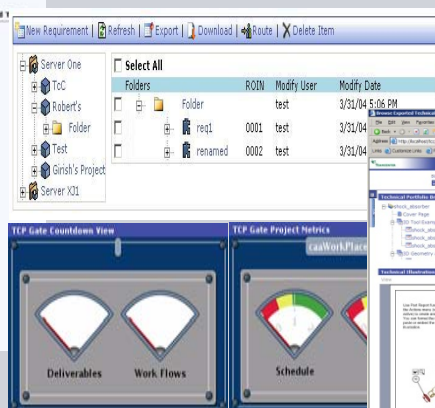
Collaboration at the Relational Level

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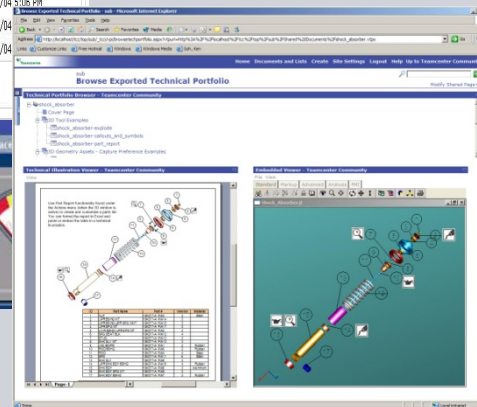
Lifecycle Document Library



Requirements & Project



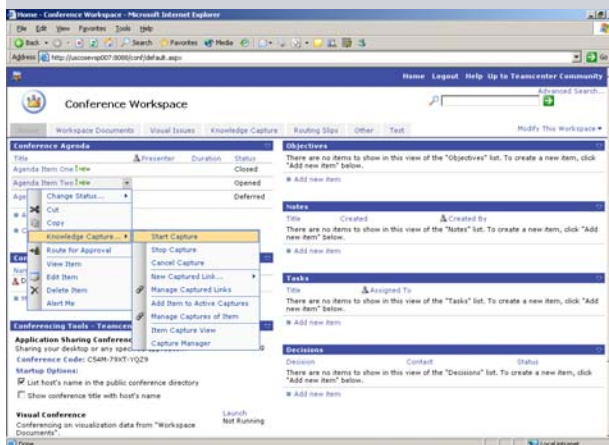
Tech. Portfolio Collaboration



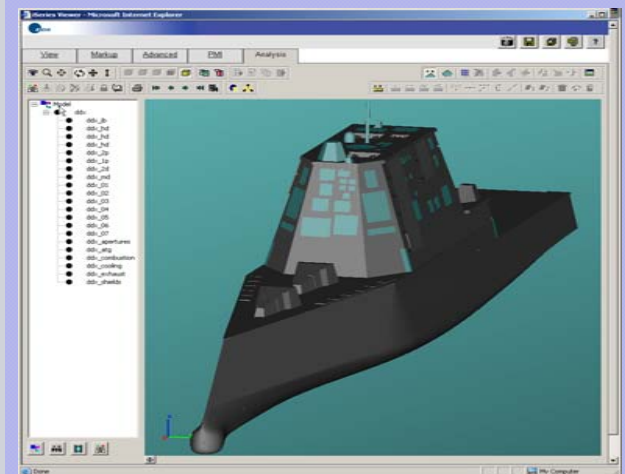
Customer Value

- ▶ Extend capabilities with ad hoc collaboration capabilities
- ▶ Enable casual users global users to access and leverage capabilities
- ▶ Streamline supplier interaction processes
- ▶ Harness enterprise knowledge and ideas

Knowledge Capture



Idea Capture



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DDG1000 IDE Collaborative Structure

Push From Industry to Government

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Home - DD(x) Phase 4 Team Home Page - Microsoft Internet Explorer

File Edit View Favorites Tools Help Links MyCommunity Demo Microsoft Federal LCS IDE Mail UGS

Back Forward Stop Home Search Favorites RSS Mail Print View Source Folders

Address <https://tcc.ddxwan.com/P4/default.aspx> Go

Home Documents and Lists Create Site Settings Logout Help

DD(x) Phase 4 Team Home Page
Home

Welcome Langmead, John

DD(X) Team Collaboration Home Page

Please report any problems to the DD(X) HelpDesk (866) 339-5449

Announcements

Teamcenter Application Sharing 2/5/2007 10:33
by coffeyjr
The best practice for launching a Teamcenter Application Sharing Conference is to launch a conference from the Application Sharing Client Icon on your desktop. This method is preferred because it allows you to name the conference. For more information...

Classified Account Application & Visit Authorization Letters 1/10/2007 11:22
by coffeyjr
Classified Account Application Visit Authorization Letters - Security Office Fax number has changed. The new number is 228.933.8222.

Attention navy NMCI Users 10/16/2006 11:35
by Taylor, Ted
Attention Navy NMCI Users Teamcenter Community has been re-approved for installation on NMCI computers - The Teamcenter Community client utilities that enable users to host Teamcenter conferences and to view CAD files such as .jt files...

Calendar

Instant Conferencing - Teamcenter Community

☐ Install Conferencing Applications

☐ Launch Application Sharing Conference

Current Conference Server: tccconf.ddxwan.com

Teamcenter Links

Category: Company Sites

- BAE Systems
- Bath Iron Works
- Government
- Northrop Grumman
- Raytheon

Category: Design Reviews

- DDG 1000 Design Review Phase 4 Ship Site
- Module 1 Zones (Assemblies) 1000-1999
- Module 2 Zones (Assemblies) 2000-2999
- Module 3 Zones (Assemblies) 3000-3999
- Module 4 Zones (Assemblies) 4000-4999

Category: Phase 4 - CWBS

- 100000 - DD(x) System Design Program
- 110000 - DD(X) Program Leadership Cross Product Team (PL CPT)
- 120000 - Total Ship System Engineering Cross Product Team (TSSE CPT)
- 130000 - Construction Cross Product Team (CCPT)
- 140000 - Ship System IPT
- 150000 - Total Ship Computing Environment (TSCE) Infrastructure Segment IPT
- 160000 - Sensor System Segment IPT

Documents

- Shared Documents
- Executive Calendar
- FAQs
- Points of Contact

Pictures

Lists

- Action Items
- Calendar

Routing Slips

Discussions

Surveys

Software Downloads

User Preferences

Build:5.2.0.538

Done

Internet

LCS IDE Collaborative Structure

Push From Government to Government

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Home - LCS IDE Portal - Microsoft Internet Explorer

File Edit View Favorites Tools Help Links MyCommunity Demo Microsoft Federal LCS IDE Mail UGS

Back Forward Stop Home Search Favorites RSS Print Mail Folders

Address <https://lcs1.lcside.com/default.aspx> Go

TEAMCENTER Home Documents and Lists Create Site Settings Logout Help

LCS IDE Portal
Home

Modify Shared Page

Welcome Langmead, Randy (UGS)
Gateway to the Littoral Combat Ship Integrated Data Environment

Site Map

Search for site:
Refresh

- Fleet
- LCS IDE Account Re
- LCS IDE Help Desk
- LCS IDE Portal
- LCS Meeting Works
- OPNAV N863
- PEO C4I
- PEO IWS
- PMS-420
- PMS-501
- RF(X)
- SBIR Program

Announcements

Prompted for login when clicking on documents? 11/16/2005 4:13 PM
by LCS IDE Administrator
If you're prompted for a login when clicking on a document, re-enter your IDE password, but add **FED** to your username. This allows Microsoft Office to connect to the IDE to allow seamless edits for any changes. But MSOffice is unaware of the...

Add new announcement

LCS Official Reference Library - all uploads will be reviewed

Type	Name	Modified By
pdf	LCS Markings Program Guidance Signed.pdf	LCS IDE Administrator
doc	LCS FINAL WEL December 5 2005.doc	McHenry, Rob (Beta Bowl)
doc	Fl 0 ICD BL_1.2_051011_twosided.doc	McHenry, Rob (Beta Bowl)
doc	LCS IDS 29 July 2005 - Version 1-0.doc	McHenry, Rob (Beta Bowl)
pdf	LCS CONOPS-Feb05-FINAL with sig page.pdf	McHenry, Rob (Beta Bowl)
pdf	LCS Initial Capabilities Document (FINAL 16JAN04).pdf	McHenry, Rob (Beta Bowl)
pdf	LCS Flt 0 CDD _UNCLAS_ signed by CNO 24 May 2004.pdf	McHenry, Rob (Beta Bowl)
pdf	LCS DRMP (Final 30SEP05).pdf	McHenry, Rob (Beta Bowl)
	Recycle Bin	LCS IDE Administrator

IDE Links

For UNCLASSIFIED Use Only.

- LCS Home
- Calendar
- Outlook
- Help Desk
- PMS-501
- PMS-420
- PEO IWS
- PEO C4I
- OPNAV N783
- Fleet

Show me ALL of my sites.

Instant Conferencing

- Install Conferencing Applications
- Launch Application Sharing Conference
 - Show this conference in the directory

Current Conference Server:

Refresh Directory

Type Organizer Title

Site Map
Actions & Views
User Preferences
Site Settings
Create
Advanced Search
Software Downloads

Trusted sites

Product Lifecycle Collaboration Customer Proof Point

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“I logged it out, and the supply chain for the FT-3 is about 51,000 miles long, or two times around the earth,”

Steve Ehlers

VP of product design and development

“We've got suppliers all the way from here to China. Being able to communicate with them by posting information on the Collaboration site - which is secure and tracks what is being done - **saves time and travel, and reduces errors.** People don't end up with the wrong version of a file.”

"Maybe they are in advertising or marketing and need product information. They can **easily access the right information** through the Teamcenter site."

From the March 2006 issue of Manufacturing Business Technology magazine

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Collaboration Challenge - Maintaining a Balance between Accessibility and fulfilling Acquisition Requirements

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Collaboration Benefits

- Number of Internet Users
- Social Networks
 - Twitter has 55M visitors a month
- Innovation
- Extend the enterprise
 - Virtual Subject Matter Experts
- Global reach
- Supplier Interactions
- Common Operating Picture = Virtual Program Office
 - DDG1000
 - LCS



Collaboration Challenges

- Number of Internet Users
- Social Networks
- Political unrest across the Tribes, Socialize the benefits
 - Workforce challenges
- Scope Creep
- Fast Tracked Fielded Systems vs. Supportable Systems

Summary / Challenge

1980 Challenge to Jack Welch from Peter Drucker

"If you weren't already in a business, would you enter it today?" he asked.

"And if the answer is no,
what are you going to do about it?"

2010 Challenge to Acquisition Community

If you're not in a Collaborative (Virtual Program Office) Business Model today, What are you going to do about it?